

Note for Schwartz, Andrew

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\*\*\* URGENT \*\*\*

From: Schwartz, Andrew  
Date: Tue, Sep 28, 1993 12:23 PM  
Subject: MARL POS DRIVE  
To: Whalen, Roy  
File(s): MARL VISIBILITY DRIVE

MKT DECISIONS WILL BE COMING IN ON THURS @ 9:30 TO DISCUSS NEEDS, EXPECTATIONS AND COMPONENTS OF MARLBORO VISIBILITY DRIVE PROJECT. I HAVE ENCLOSED A DISCUSSION OUTLINE FYR/FEEDBACK. I WOULD LIKE TO MEET WITH BRAND ASAP FOR FINAL APPROVAL ON PROJECT DESIGN AND DATA COLLECTION.

PLS LET ME KNOW IF YOU HAVE ADDITIONS/CHANGES OR WOULD LIKE TO ATTEND EITHER THE BRAND OR SUPPLIER MEETING.

THANKS.

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